

CAPIC 2024 Sponsorship Prospectus



The 2024 National Citizenship and
Immigration Conference
Halifax, NS | May 22,-24, 2024



Why We Matter to Your Business

We are the voice of immigration and citizenship consultants, committed to promoting and protecting the integrity of the profession and the Canadian immigration system.

From regional events to CAPIC's National Citizenship and Immigration Conference, our organization prides itself on showcasing new and exciting industry developments, offering resources for navigating change, and educating our membership on the latest tools and information that will benefit both themselves and their clients.

Don't miss out on this perfect opportunity to partner with Canada's largest community of professional immigration and citizenship consultants.

CAPIC's members are uniquely positioned as the initial support resource for hundreds of thousands of incoming immigrants and students every year. Whether it's offering recommendations on setting up financial stability in Canada, sharing tips on becoming immersed in Canadian culture, or giving advice on navigating the job/school application process, our immigration and citizenship consultants are a wealth of information for new arrivals.

If your corporate priorities include supporting immigration programs and policies, easing the transition for new and soon-to-be immigrants and students, and celebrating Canada's diversity, CAPIC offers a wide range of benefits for you and your business.

CAPIC delivers the opportunity to align your brand with the celebration of Canada's diverse cultural landscape while supporting immigration programs and evolving policies that help ease the transition for recent and soon-to-be Canadian immigrants.

CAPIC strives to offer programming and events that support and inform Canada's immigration and citizenship consultants, providing them with the tools and education to serve their clients with knowledgeable and beneficial support.



About Us

The Canadian Association of Professional Immigration Consultants (CAPIC) is a member driven organization made up of almost 4000 immigration and citizenship consultants across Canada. Our members deliver services to thousands of families, students and individuals seeking to come to Canada each year.

Through our diverse national membership, we're able to share information and resources with an incredibly widespread audience of immigrants and potential immigrants ranging from:

- Newcomers to Canada
- Prospective students residing outside Canada
- Students living in Canada
- Skilled Workers
- Permanent & Temporary Workers

Our program and technology platforms help connect our almost 4000 members with citizenship-seekers around the globe, reaching tens of thousands of immigrants and international students from the top source countries for permanent residents.

At CAPIC, we strive to provide the gold standard in immigration education through sound governance, transparency and by offering our members access to creative and inspiring professional resources.

CAPIC Events

CAPIC hosts a wide range of events throughout the year that encourage our membership to network and engage with educational, informative and powerful platforms for learning about and discussing industry changes, direction and the current landscape. From webinars to seminars and signature events like the National Citizenship and Immigration Conference (NCIC), we provide countless opportunities to connect with the decision makers you're looking to reach.

Online Events & Webinar Series

For more information on all our seminars and upcoming events [click here](#).

National Citizenship and Immigration Conference



CAPIC was thrilled to host the 2023 National Citizenship and Immigration Conference at Winnipeg's RBC Convention Center with in-person

opportunities to attend our pre-conference event and post-event gala at the Delta Hotel. Exhibitors benefited from booth visits and new connections were made between over 600 enthusiastic participants eager to explore the latest strategies and solutions across Canada's immigration consulting sector.

In 2024, we look forward to reconnecting with everyone once again for our 19th annual national conference, May 22-24, 2024 at the Westin Nova Scotian in Halifax with our pre-conference event and post-event gala held at Pier 21.

Whether you're looking to get involved with CAPIC on a regional level, national level or engage with a particular event, our advertising and sponsorship opportunities offer a key space for your brand to connect with an informed audience of immigration and citizenship consultants, and engage with some of the key topics and discussions dominating today's immigration sector.



About Halifax

Halifax is Nova Scotia's capital city and their waterfront is the most visited destination in all of Nova Scotia. Consider spending a day on the water during your time at NCIC 2024!

While you're there, discover the Halifax Seaport Farmers' Market, the oldest continuously operating farmers' market in North America, and explore the city's seafaring history through exhibits at the Maritime Museum of the Atlantic which include displays on the city's link to the Titanic disaster.

End your waterfront stroll at the timber-frame & stone warehouses of Historic Properties, originally built to safeguard booty captured by legalized pirates called privateers, and grab a spot on the patio at The Lower Deck or find a spot inside to take in live local music.

Learn what a "sociable" is and then end your night with a tasty donair, the official snack of Halifax!

Via NovaScotia.com



Can't Miss Program Highlights

Expert-led plenary and breakout sessions.

Hands-on workshops that simulate case settings.

Q & A sessions stacked with industry leaders.

Networking breaks to connect with colleagues.

Matched mentoring to build in-depth knowledge.

This Year's Hot Topics Include

Portals, Procedural Fairness and PNPS

Advocacy, Application Prep, and Admissibility

Trade Agreements, Tribunals and TWF

Citizenship, Competency, and Conjugal Partners

Wellness, Working Holidays, and Work Permits

Borders, Business and Background Checks

Win 5,000 loonies
Get a chance to win \$5,000 to help you settle in even more nicely in Canada

Enter the contest



Find an Immigration Consultant

SEARCH

Information On



Featured Immigration Consultant



Canpars Professional Services Inc.
Ali Mokhtari, RCIC

Canpars Professional Services Inc. is a Canadian firm directed by Ali Mokhtari, a registered member of the Immigration Consultants of Canada Regulatory Council (ICCRC). The head office is located in Montre...

KNOW MORE

Our Network Gives You the Reach You're Looking For!

6,800,000
social media impressions across platforms

MyConsultant.ca

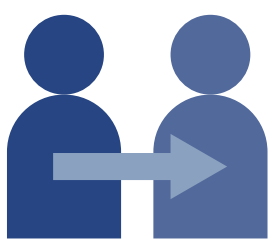
The MyConsultant.ca platform bridges the gap between prospective permanent residents residing outside Canada, those living in Canada, and immigration and citizenship consultants.

Our platform takes a two-pronged approach to sharing information, access and educational resources with would-be immigrants:

- Sharing articles written by immigration and citizenship consultants on immigration and citizenship laws as well as more general, entertaining content on Canadian culture
- Providing potential immigrants with direct access to immigration consultants and their contact information using detailed search filters to narrow results based on language, region and area(s) of expertise

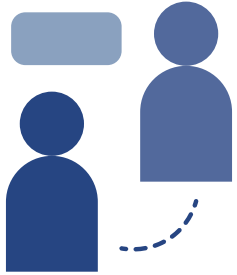
Through MyConsultant.ca, immigration and citizenship consultants are able to promote their services with varying degrees of exposure, interact with users on the first-of-its-kind forum, and chat with visitors via a live consultation feature.

NCIC 2023 Engagement



400

In-Person Attendees



230+

Online Attendees



281

Highest Attended Session Registrations



450+

Sponsor Connection Requests

Sponsorship Packages

DIAMOND \$20,000 (4 Available)

PROGRAM ACCESS

- 5-minute presentation or speaking opportunity during NCIC
- 15-second promotional video played at breaks and lunch
- 5 complimentary in-person admissions
- 2 complimentary in-person gala tickets
- 10 complimentary virtual staff registrations

AUDIENCE ENGAGEMENT

- An NCIC virtual exhibit hall booth
- An in-person exhibit hall booth package including one 6-foot table, 2 chairs, shared property wi-fi (power at an additional cost)
- Swag included in CAPIC swag gift box to attendees
- 2 sponsored push notifications
- Rotating ad on virtual platform home page (1080 x 1920, jpeg)
- Rotating ad on virtual platform exhibitor directory (1080 x 360, jpeg/png)

BRAND VISIBILITY

- Logo placement in marketing outreach (600 x 222, 600 x 295, 600 x 600, jpeg/png)
- Logo placement on virtual platform home page (1080 x 360 banner)
- Logo placement on virtual platform sponsor page (400 x 200, 500 x 500, jpeg/png)

ADDITIONAL YEAR-ROUND ENGAGEMENT

- Banner ad on MyConsultant.ca (2 months) (750 x 150, jpeg/png)
- Banner ad on CAPIC website (2 months) (750 x 150, jpeg/png)
- Banner ad on IMMEForum (2 months) (750 x 150, jpeg/png)
- Sponsor a CAPIC webinar (includes 2 staff registrations)

PLATINUM \$15,000 (4 Available)

PROGRAM ACCESS

- 15-second promotional video played at breaks and lunch
- 3 complimentary in-person admissions
- 2 complimentary in-person gala tickets
- 8 complimentary virtual staff registrations

AUDIENCE ENGAGEMENT

- An NCIC virtual exhibit hall booth
- An in-person exhibit hall booth package including one 6-foot table, 2 chairs, shared property wi-fi (power at an additional cost)
- Swag included in CAPIC swag gift box to attendees
- 1 sponsored push notifications
- Rotating ad on virtual platform home page (1080 x 1920, jpeg)
- Rotating ad on virtual platform exhibitor directory (1080 x 360, jpeg/png)

BRAND VISIBILITY

- Logo placement in marketing outreach (600 x 222, 600 x 295, 600 x 600, jpeg/png)
- Logo placement on virtual platform home page (1080 x 360 banner)
- Logo placement on virtual platform sponsor page (400 x 200, 500 x 500, jpeg/png)

ADDITIONAL YEAR-ROUND ENGAGEMENT

- Banner ad on IMMEForum (2 months) (750 x 150, jpeg/png)
- Sponsor a CAPIC webinar (includes 2 staff registrations)

GOLD
\$8,000
(10 Available)

PROGRAM ACCESS

- 1 complimentary in-person admissions
- 4 complimentary virtual staff registrations

AUDIENCE ENGAGEMENT

- An NCIC virtual exhibit hall booth
- An in-person exhibit hall booth package including one 6-foot table, 2 chairs, shared property wi-fi (power at an additional cost)
- Swag included in CAPIC swag gift box to attendees

BRAND VISIBILITY

- Logo placement on virtual platform home page (1080 x 360 banner)
- Logo placement on virtual platform sponsor page (400 x 200, 500 x 500, jpeg/png)

SILVER
\$4,000
(15 Available)

PROGRAM ACCESS

- 2 complimentary in-person admissions
- 6 complimentary virtual staff registrations

AUDIENCE ENGAGEMENT

- An NCIC virtual exhibit hall booth
- Swag included in CAPIC swag gift box to attendees

BRAND VISIBILITY

- Logo placement on virtual platform home page (1080 x 360 banner)
- Logo placement on virtual platform sponsor page (400 x 200, 500 x 500, jpeg/png)



Design Your Virtual Booth

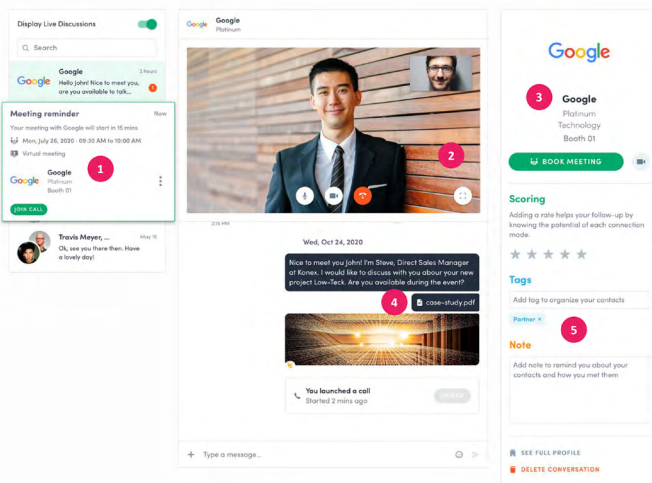
Exhibiting at NCIC is an excellent way to engage with our audience:

- Uploaded video* and sales collateral* to stimulate interest
- Chat with anyone; book virtual meetings
- Showcase your product & services
- Follow your analytics in real time

* Content created by sponsor and approved by the CAPIC.

Virtual booths included at all sponsorship levels.

Connect With Your Target Audience

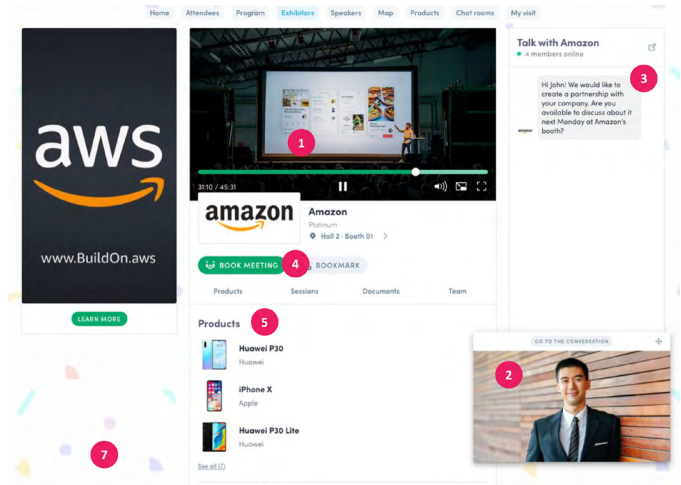


Use your virtual booth to get your business in front of the ideal audience for your products & services.

Your virtual booth will allow you to:

1. Display exhibitor video and collateral
2. Utilize instant video calls with lead scoring
3. Live chat with sales staff
4. Create inbound meetings
5. Showcase products
6. Add custom backgrounds (at additional cost)

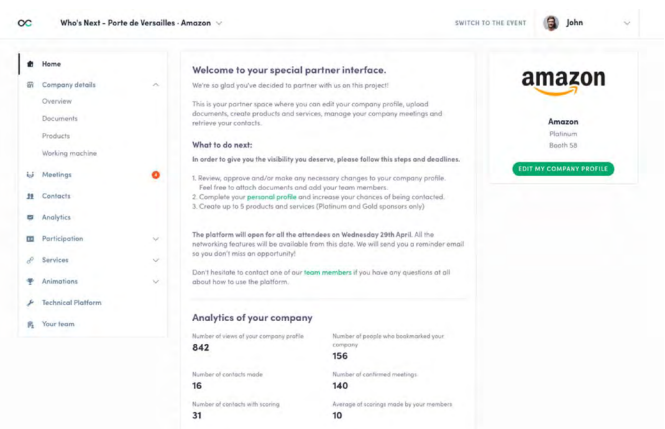
Network with Potential Leads



Set up virtual meetings that will help you to:

1. Send reminder notifications prior to your meeting time
2. Launch video calls one-on-one with prospective leads
3. Redirect leads to your sponsor profile
4. Share documents
5. Add notes, ratings, tags and export leads

Follow Real-Time Analytics



Swapcard's live dashboard helps you measure your success and track your exhibitor leads.

Specs In Detail

CAPIC Website Specs

All files must be submitted in jpeg or png format.

Logo Placement on Event Website's Home Page
< 750 px X 750 px

Logo Placement on Event Website's Sponsor Page
< 750 px X 750 px

Banner Ad on IMMeForum for 2 Months
750 px X 150 px

Logo Placement in Marketing Outreach
600 px X 222 px/600 px X 295 px/600 px X 600 px

Logo Placement in Marketing Outreach
600 px X 222 px/600 px X 295 px/600 px X 600 px

Direct Messaging (to confirmed attendees)
600 px X 222 px/600 px X 295 px/600 px X 600 px

Direct Messaging (to prospect attendees)
600 px X 222 px/600 px X 295 px/600 px X 600 px

Banner Ad on CAPIC Website for 2 Months
750 px X 150 px

Banner Ad on CAPIC Connect for 2 Months
750 px X 150 px

Conference Platform Specs - Swapcard

Platform Logo Image
400 px X 200 px (2:1 ratio)
• No larger than 1 mb
• Maximum: 500 px X 500 px

15-Second Pre-Session Video
2160 px X 1080 px (2:1 ratio)
• No larger than 2 mb
• Must be hosted on YouTube/Vimeo

Virtual Platform Homepage Ad
1080 px X 1920 px
(9:16 ratio)
• No larger than 1 mb

Virtual Platform Exhibitor Directory Ad
1080 px X 360 px
• No larger than 300 kb

Required Information

In addition to sending your graphics, please provide the following information:

- First name, last name, title and email of those accessing the virtual platform
- A description of your company (up to a maximum of 300 characters)

Please send this information to:

Tricia Simmons
Global Project Manager, ConferenceDirect
tricia.simmons@conferencedirect.com

Ready to Get Started?

We're standing by and ready to walk you through the sponsorship process.

Walter Willett
Sponsorship Development
walter@capicsponsorship.ca
(613) 716-9373



The image shows a screenshot of a 'Sponsorship Agreement' form. The form is titled 'Sponsorship Agreement' and features the CAPIC AC CPI logo in the top right corner. Below the title, there is a note: 'Please download to your desktop for proper signing.' The form is divided into two main sections: 'Organization Information' and 'Choose Sponsorship Level'. The 'Organization Information' section includes fields for Company Name, Address, City/Province, Postal Code, Primary Contact, Title, Email, and Telephone. The 'Choose Sponsorship Level' section offers four options: Diamond (\$20,000), Platinum (\$15,000), Gold (\$8,000), and Silver (\$4,000). There is also a 'Customized Option' field with a 'Price' field.

[Click here](#) to access the 2024 Sponsorship Form.

Want to Tailor Your Package?

Customized packages are available to meet your needs.